Online recruitment

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Introduction

A great companies need to access and retain the best employees, excellent talent help their companies become more competitive. Online recruitment adopted in organizations is a popular topic in recent years, which is a recruitment based on Internet.. There are increasing number of companies in UK using Online recruitment, like O2, TESCO, NESTLE......and so on(Recruitmrentgenius, 2016)

This paper is focus on why online recruitment is new, a trend, is a management practice. It explains why online recruitment is currently relevant to society and how it influences management practice. Besides, downsides of online recruitment and some suggestion will be shown.

Background

Internet has already entered into people’ s lives and has been used in variety domains, because of the development of information technology. It can apply across different types of jobs, especially entry-level jobs. Basically, Companies tend to release recruitment information through own website, third-party recruitment websites and social media in order to complete hiring process. Curriculum vitae database play an important role in the whole process. Traditional recruitments have a lot of defects, which has limited development of personnel recruitment. There are four main advantages of online recruitment, encouraging organizations tend to adopt it. Four main advantages include widely information, low cost, selection function and position-relevant. Every organizations would like to find right talent through a variety of methods, because recruitment is a very important part of their missions(KBIC, 2013). Recruitment methods are worthy of attention. Traditional recruitment methods can be grouped into four main categories, which included internal hiring, newspaper advertisement, local employment center and hunting companies(Linked in, 2016) However, there are many shortcomings in traditional recruitment. According to survey data of MEDIALIFE (2015) that the number of people who read daily newspaper has decreased and the elderly prefer to read newspaper than young people. It is hard for companies to find young talent through newspaper with the time going. Companies do not have a lot of options and it is hard for really talented people to enter into companies by internal recruitment(Accounting-management, 2013) Head-hunting company is aimed at senior staff, which is not suitable for all level employees. Headhunters do not know aimed companies’ culture well and they usually charge between 10%-25% of staff’s first year wage(Financeokey.com, 2013) Expensive costs make difficulties for companies. WORKSMART hold view that employer companies pay the fee for local recruitment agency, so employer companies can enjoy more benefits. Local recruitment agency will be partial to companies not the employees when there is a conflict between them. Every recruitment method has the downsides and new recruitment methods have occurred within organizations, because of the development of technology.

Online recruitment is new

According to data report of Internet live stats(2016), About 40% of the world population has used internet in 2016. However, it was less than 1% in 1995. This phenomenon illustrates the online life attracts more and more people to join it. Online technology brings variety online applications for enterprises, especially online recruitment. Online recruitment can be defined as a method based on electronic technique of attracting, selecting and managing recruitment within organizations(MBASKOOL)Besides, Social media also plays an important role in online technology. Increasing number of people choose to use social media, Like Facebook and Instagram. Social media have already become a popular way of sharing information and communication, because everyone can use it freely and easily. It provides companies an area to post information of jobs and find prospect employees. Online recruitment uses the new technical means to do recruitment service, which is different from traditional recruitment. It influences the way people search the jobs information and can be said that online recruitment is a new recruitment by comparing with traditional recruitment. The internet appearance and it initiated online recruitment appearance, which is revolutionary transform and entirely different from traditional recruitment. Online recruitment can be perceived as a new recruitment.

Online recruitment is a trend.

Online recruitment has evolved into one of the most important and popular recruitment tool with Internet, offering job hunters comprehensive information of works and a specialized search engine(Rafter, Bradley, Smyth, 2000) It means that under the influence of online technology, companies prefer to emphasis on new recruitment method. The benefits of online recruitments can be divided into four main parts. First benefit is more choices. Job seekers from all over the world can find the recruitment information on companies’ website, third-party recruitment website and social media. It can provide every job seekers opportunity to find related job and companies have more choices to select talents. Traditional recruitment has limited the choices of talents, especially geographic restrictions. The second benefit is timesaver. Companies can receive personal resume information quickly and response immediately, which reduces recruitment time. Online technology is real-time, dynamical and makes recruitment become more flexible. Traditional recruitment takes too long time to gain the CV of applicants and companies need to set a certain time period to complete the recruitment process. Third benefit is minimized recruiting cost. Hiring costs are maximum costs for a lot of enterprises. It is important for companies to control the recruiting costs in order to gain more profits. Lucy hold view that recruitment involves not only the actual costs of hiring candidates, but also training and retention costs. “Each employee needs training and guidance as well as a time frame to understand their work. This is considered an investment by many employers. If the employee leaves the organization before these costs are paid off, the recruitment process starts again, which is recorded as an economic loss. Properly managing online recruitment and selection processes can significantly reduce costs and increase employee retention,which is a better return on investment. Online recruiting involves less human interaction, reaches a much broader audience, files records electronically and provides selection tools electronically”. This reduces the cost for storage, as well as the cost of employees required to maintain and administer recruitment and selection procedures. Fourth benefit is the establishment of database. Traditional recruitment is difficult for companies to build up database related employees, because of limiting of huge data and saver system. Internet provide companies a chance to establish the talents database. Companies can use database to analyze and select any talents easily. The fifth benefit is more interactive. Companies can contact the job seekers anytime and candidates can also keep in touch with companies. The benefit of this interaction runs two ways. Companies can learn more about applicants and applicants can also learn better about companies.

Arsmstong, Piotrowski(2006) did a survey data on recruitment and pre-employment selection methods in use by human resource in major American corporations. Survey result shows that most of enterprises in US use traditional recruitment and selection methods. If companies chose online pre-employment, they prefer to use online job board and company website as human resources practice. Besides, 21.9% companies are willing to use online recruitment as part of their recruitment. In addition, high return and strong applicability practices based online technology can be seen in business articles. Online recruitment takes place of a lot of shortcomings of traditional recruitment and brings out benefits to companies. As can be seen that companies trend to use online recruitment in the future. Online technology seems to be a trend that continues to develop and become more expand, there is an exciting opportunity related recruitment method for companies in the coming ten years(Nigel wright, 2011) Online recruitment can be perceived as a new trend in this paper.

Online recruitment is a management practice

Management practice is a practical and effective method, action or treatment, which is a management plan and is designed to complete management objectives(PARK, ALLABY, 2013) It takes a large number of human resources practitioners plenty of time to do recruitment service and selection of employees. Recruitment is an most important management practice of human resources(CIPD, 2010) The specific and successful online recruitment can be divided to five stages(Technojobs, 2016) The first stage is selecting a work site. Companies will choose website or other online sites as job site. The second stage is texting job advert and post online. It is important for companies to write the great job advert. Applicants can find their favorite jobs through job advert and it can inspire them to apply for jobs. The third stage is receiving applicants’ CV by social media. The fourth stage is reply applicants online. If companies are unsatisfied about application rate, it is quick and convenient to revise the job advert. Finally, companies can arrange interviews with pre-applicants and select final employees. Companies can use online recruitment to select a part of pre-applicants. Then they can arrange final interview to confirm the suitable employees. Online recruitment is a plan designed by companies, helping companies to hire great talents. Online recruitment is a new type of recruitment, but the objectives of online recruitment and traditional recruitment is the same, which is helping companies to complete hiring process and select the right talent. Besides, recruitment process and objectives is also meeting the definition of management. Online recruitment is a management practice.

Online recruitment is currently relevant to society

Annual growth rate of internet usage is over 100% since 15 years(Birkenbihl,1999) More and more people are beginning to use Internet and social media, because of the benefits of online technology. Increasing number of online applications bring out a lot of impacts to nowadays society and online recruitment is no exception. Recruitment based on online becomes a new trend and social phenomenon. From what has been discussed above, people and companies can complete the application and hiring almost anywhere. It is easy for companies to post job information on their website and social media and applicants can more likely to do online application, because online technology has already become a part of life. People from all over the word can find the job information online, a broad spectrum of talent provide the great opportunity for companies to select excellent employees. Online recruitment is a quick and effective tool to complete recruitment. With the database set up and populated, companies are easily to search the talent. Most of people use internet to change their life style. Companies are facing great challenges and opportunities, especially online recruitment. Companies prefer to cater to social trends. That result that companies do not follow the social trend that is may well eliminated by the society.

How online recruitment influence management practice

It would appear from the above that online recruitment is a new trend and a management practice. The question of how online recruitment influence management will be answered through comparing specific process of traditional recruitment and online recruitment. Recruitment process includes 7 steps(Reedglobal, 2015). Firstly, companies need to prepare the job information. It is important for companies to make sure do hire what kind of person, which makes rest of hiring process more convenient and faster. Then, companies need to complete the job description. Companies not only have to write the job description, but also set specific personnel requirements. Detail requirement can help companies find right talent faster from huge job candidates. Next, companies need to consider where can they post the job information for a large number of job seekers. Traditional recruitment is going to focus on newspaper, recruitment center and internal departments. Online recruitment is going to focus on companies website, third-party website and social media(Facebook, Twitter and Instagram) The popularity of the online mode encourage companies to use online recruitment. Online recruitment help recruitment form become more DIY(Do it yourself) Companies can design any form recruitment by online technology. Like online examination and Screen test(display applicants’ talents) After that, companies have to analyze job candidates and respond them. Traditional recruitment often cost organizations large amount of time to receive applications of job seekers. Companies can get applications immediately and response faster. Online recruitment can add more interactivity to hiring process. Companies even can amend recruitment requirements and details by online recruitment, if they find something wrong and have new ideas with recruitment. Online recruitment also makes the hiring process more flexible. Then companies need to arrange interviews with applicants. Traditional recruitment requires job seekers to attend the meeting, but applicants can use internet to interview with companies. It is handy for people to have interviews and companies can contact with them more widespread. Finally, companies will make contract with pre-employees and offer the jobs. Pre-employees must check paper characteristics contract in traditional recruitment. Companies can offer electronic contract for pre-employees. It is worth nothing that online recruitment also helps companies to build a potential database. Companies can refer to the database when they would like to do the transfer or promotion of their employees within organization or across organization. Convenience, rapidly, flexibility, DIY and interactivity of online recruitment influences the management practice.

Downsides of online recruitment

Online recruitment is a faster, cheaper and attracting more talent tool. Increasing number of organizations has adopted online recruitment as one of their recruitment methods. However, there are some shortcomings of this recruitment. The huge number of job seekers participates in online hiring service. In this case, people with aptitude are likely inundated with huge responses. It is hard to find right talent, because anyone can see the job information online and apply it freely. Companies are unwilling to analyze all job seekers, so the most suitable person might be ignored. It is hard to find right talent, because anyone can see the job information online and apply it freely. Job seekers need a computers or smart phones to complete the applications. Rahul(2012) hold the view that major online users are young people who received well educated. The one who do not know how to use computer will lose opportunities. Companies will lose the talent who has same job skills, or even better. Applicants need to complete many steps of applications, but many people are afraid of laborious procedures. Online recruitment would rely largely on companies own websites, companies have to pay attention on web page design and focus on maintaining web page. In addition, network security need to be consider. Malicious hackers can seize this opportunity to steal private information or hijack computer, which will have serious consequences in society. Downsides of online recruitment is worthy of attention for organizations.

Conclusion

With the development of online technology, online recruitment has entered some modern enterprises. Internet appearance and it initiated online recruitment appearance, which is revolutionary transform and entirely different from traditional recruitment. Online recruitment can be perceived as a new recruitment. Many companies have adopted online recruitment as a part of their recruitment methods. A lot of companies would like to choose online recruitment to hire employees in the future. Online recruitment is a trend. The whole process and objectives of online recruitment meets the definition of management practice. Online technology has changed people’ lives in this society. Companies prefer to use online recruitment in order to cater to social trends. The characteristics of online recruitment includes convenience, rapidly, flexibility, DIY and interactivity. These characteristics influence management practice. There are many benefits of online recruitment and organizations would like to adopt it. However, there are also many disadvantage of online recruitment, which is noteworthy for organizations.

Suggestions

There is no evidence that company can only adopt online recruitment as their recruitment at present. Online recruitment has the advantages and disadvantages as a new trend and a management practice. Companies should improve the bright part of online recruitment and overcome the downsides. Traditional recruitment also has a lot of advantages. Companies can combine the traditional recruitment and online recruitment as a flexible recruitment practice in the future.

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